



Strategic Planning Committee

May 31, 2012

Approve Consultant Selection for Downtown/Riverfront Transit Study

Issue: Should the Strategic Planning Committee, with its delegated authority from the Board of Directors, award a contract to Fehr & Peers for \$400,000 to complete the Downtown/Riverfront Transit Study?

Recommendation: That the Strategic Planning Committee approve, by motion, a contract to Fehr & Peers for the Downtown/Riverfront Transit Study, pending successful contract negotiations, and issue a notice to proceed based on the following conditions:

- subject to approval by the SACOG Board at its August meeting
- the contract shall provide that the contractor will only perform tasks to be specified with billings not to exceed \$100,000 through August 16, 2012
- the contract will provide for termination by SACOG upon five days' notice

Discussion: This study will build upon prior studies completed along this promising transit corridor connecting the cities of Sacramento and West Sacramento. A primary outcome of the study will be the identification of a Locally Preferred Alternative (LPA) that is needed before the project can be considered for Small Starts funding from the Federal Transit Administration (FTA).

After receiving Board authorization at its April meeting, SACOG released a Request for Proposals (RFP) that resulted in qualified proposals being received by two teams: ARUP from San Francisco and Fehr & Peers from Roseville. The proposals were evaluated by a project management team (PMT) comprised of representatives from each of the six participating agencies: SACOG, Caltrans, City of Sacramento, City of West Sacramento, Sacramento Regional Transit, and the Yolo County Transportation District. The PMT will seek the endorsement of the Downtown/Riverfront Transit Study Policy Steering Committee at its June 6 meeting and share the outcome with the Strategic Planning Committee.

Following the review of proposals and subsequent interview phase, the Fehr & Peers team emerged as the unanimous recommendation of the PMT for the contract award. The firm demonstrates exceptional qualifications in each of the evaluation criteria identified in the RFP:

1. Understanding of the background and requirements of the project

Nearly all members of the Fehr & Peers team has worked on one or more transit studies in the study corridor previously and demonstrated through their proposal and interview the ability to translate this knowledge towards the new study's work elements. Specific ideas were provided about resolving key planning, economic, and engineering issues in the corridor, and the consultant team clearly explained how the study work would be done in order for the project to be in a good position to be considered by the Federal Transit Administration (FTA) funding in later phases of work. The team's ability to apply their knowledge towards FTA requirements is evident in their work experiences. For example, members of the team recently led the development of a streetcar study in downtown Los Angeles that applied anticipated changes to the federal Small Starts program in their evaluation of alternatives.

2. The overall and technical approaches to be followed and the tasks to be performed, including detailed steps and resources required and proposed project schedule

The Fehr & Peers team provides a clear and coordinated technical approach to the study work needed. Members of the team have direct experience working with SACOG's regional travel model and specialized transit ridership and economic impact tools that will be used as part of the analysis effort. The team's knowledge and application of relevant financing and governance strategies was readily apparent through the proposal and interview.

3. The relative allocation of resources, in terms of quality and quantity, to key tasks including the time and skills of personnel assigned to the tasks and consultant's approach to managing resources and project output

A clear structure for the coordination of tasks was presented and the team's project manager has extensive local knowledge and experience working successfully on projects in the corridor area. The approach to completing work end products was well developed and matched with appropriate resources. A good distribution of staffing resources is evident across all work elements, and there are professionals leading each task who have relevant skills and prior experience working together on comparable projects.

4. Cost analysis and justification

The Fehr & Peers proposal was within the project budget of \$400,000 and appropriate detail was provided on the staffing costs by individual tasks.

5. Education and experience of proposed personnel

The Fehr & Peers team includes extensive experience working on relevant studies in the region and across the country. In fact, individual team members have had a role on nearly every urban circulator study completed. The knowledge and experience from completing transit alternative analysis studies that successfully compete in the FTA Small Starts process, along with the team's technical expertise and successful prior stakeholder engagement in the study area, raises the likelihood that the team will be adept at identifying an LPA for the Downtown/ Riverfront Transit Study corridor.

Approved by:

Mike McKeever
Chief Executive Officer

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